

ELSIE ODUOR

Graphics Designer Entry-Level

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SUMMARY

Creative and motivated Junior Graphic Designer with 0-1 year of professional experience in visual design and multimedia. Proficient in industry-standard tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and skilled in creating visually compelling designs for web and print media. Demonstrated ability to work collaboratively on projects, translate client needs into engaging visuals, and manage multiple tasks effectively. Passionate about design trends and eager to contribute fresh ideas and a strong work ethic to a dynamic design team.

EXPERIENCE

Catalog Designs

Freelance 2024 Nairobi, KE

Developed a comprehensive catalog for a crochet brand, showcasing their latest collection. Utilized Adobe InDesign to create a cohesive layout that effectively highlights product details and enhances visual appeal. The catalog was praised for its clean design and organization, aiding in increased client interest and sales.

- Enhanced Customer Experience
- Brand Consistency

Logo Designs

Freelance 2024 Nairobi, KE

Created a distinctive logo for clients, incorporating elements that reflect their brand's mission and values. Employed Adobe Illustrator to design modern and versatile logos that stands out in both digital and print formats. The logos successfully established a strong brand identity and was well-received by the client and target audience.

- Established Strong Brand Identity
- Client Satisfaction

Menu Designs

Freelance 2024 Nairobi, KE

Designed a visually appealing and user-friendly menu for some clients using Adobe InDesign, Illustrator and Photoshop. Focused on creating a layout that highlights key offerings and aligns with their brand identity. The design received positive feedback from customers and contributed to a more engaging dining experience.

- Increased Client Engagement
- Design Efficiency

EDUCATION

Software Engineering

Moringa School 05/2023 - 11/2023

Adobe Illustrator and Photoshop

Self Taught 2024

Adobe Indesign

Self Taught 2024

Figma

Coursera 2024

STRENGTHS

- Creativity**
Strong ability to generate innovative and visually appealing design concepts
- Communication Skills**
Proficient in building meaningful relationships
- Attention to Detail**
Paid close attention to typography, color schemes, and layout, ensuring clarity and brand consistency.
- Passion for Content**
Relish literature and independently seek to deepen knowledge

SKILLS

Adobe Creative Suite	Graphic Design
Web Design	Typography
Color Theory	Digital Illustration
UI/ UX	Creativity

KEY ACHIEVEMENTS

- Client Satisfaction**
Consistently received high praise from clients for creative solutions
- Design Award**
Earned recognition in design world